

**AMENDMENTS TO THE CLAIMS**

The following listing of claims replaces all prior listings of claims in this application.

1. (Currently Amended) A method of generating data sets associated with an entity, comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product; and,

generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

2. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity purchases the first service or product.

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3. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity submits an order for the first service or product.

4. (Original) The method of claim 1 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute comprises textual data.

5. (Original) The method of claim 4 wherein the generating the third data set based on the first and second attributes includes:

determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute; and,

forming the third data set having a third attribute containing at least a portion of textual data from one of the first and second attributes.

6. (Original) The method of claim 1 wherein a first network device generates the first data set.

7. (Currently Amended) The method of claim 6 wherein a second network device generates the second data set, the second data set is generated by a cell phone equipped with a barcode scanner, the second data set including a unique identifier associated with an entity, a date, a time and a universal product code (UPC) from a barcode scanned by the barcode scanner, the UPC corresponding to the second service or product.

8. (Original) The method of claim 7 wherein a third network device generates the third data set.

9. (Original) The method of claim 1 wherein the entity comprises one of a person and a group of people.

10. (Currently Amended) A system for generating data sets associated with an entity, comprising:

a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product;

wherein the first device is a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product; and,

a third device configured to generate a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.